

**REMARKS**

At the outset, the Examiner is thanked for the thorough review and consideration of the pending applications. The final Office Action dated December 23, 2008 has been received and its contents carefully reviewed.

By this response, independent claims 1, 8, 11, 24 and 25 are amended. Further, claims 10 and 20 have been cancelled. No new matter has been added. Accordingly, claims 1, 2, 4-8, 11, 13-15, 19 and 21-25 are currently being examined. Reexamination and reconsideration of the pending claims is respectfully requested.

The rejection of claims 1-2, 5-8, 11, 13-15, 19, 21-23 and 25 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Ha et al. (US 2003/0160920) in view of Ozawa et al. (US 2006/0152658) and further in view of Kubota et al. (US 2002/0171792) and Yamazaki et al. (US 7,262,754). Further, claims 4, 10, 20 and 24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ha et al. (US 2003/0160920) in view of Ozawa et al. (US 2006/0152658) and further in view of Kubota et al. (US 2002/0171792), Yamazaki et al. (US 7,262,754) and Kodama et al. (US 6,642,916).

Applicants traversed the rejection because none of the cited prior art, including Ozawa, suggests the desirability of the claimed invention.

Independent claims 1, 11, 24 and 25 recite a trans-reflective liquid crystal display device, in part, comprising “wherein an area of the transmission region is smaller than that of the reflection region; and a common electrode formed on the back matrix, the color filters and a portion of the color filter substrate corresponding to the transmission region; wherein the backlight is disposed under the liquid crystal display panel, and the light emitted from the backlight transmits the common electrode and the color filter substrate corresponding to the transmission region.”

Further, independent claim 8 recites a method of driving a trans-reflective liquid crystal display device having a plurality of pixels, comprising “wherein an area of the transmission region is smaller than that of the reflection region; and a common electrode formed on the back matrix, the color filters and a portion of the color filter substrate corresponding to the transmission region; wherein the backlight is disposed under the liquid crystal display panel, and the light emitted from the backlight transmits the common

electrode and the color filter substrate corresponding to the transmission region; and applying independent data voltages to each pixel in the reflection mode.” In contrast to Applicant’s claimed invention, Ha et al. does not disclose that an area of the transmission region of the pixel is smaller than that of the reflection region as recited in the claimed invention. Further, Kubota et al. discloses that a non color layer 10 and a counter electrode 6 are disposed in a region facing an electrode for transmissive display 3b so that light emitted from the light source passes through the non color layer 10, the counter electrode 6 and the counter substrate 5 as recited in paragraphs [0087] to [0089]. But, the claimed invention discloses that a common electrode is formed on the portion of the color filter substrate corresponding to the transmission region so that light emitted from the backlight transmits the common electrode and the color filter substrate corresponding to the transmission region. Accordingly, Ha et al. in view of Kubota et al. fail to teach or suggest that the area of the transmission region of the pixel is smaller than that of the reflection region, and light emitted from the backlight transmits the common electrode and the color filter substrate corresponding to the transmission region as recited in the claimed invention. Further, Ozawa et al. in view of Yamazaki et al. and further in view of Kodama et al. fail to teach or suggest each and every feature recited in independent claims 1, 8, 11, 24 and 25, as amended.

Accordingly, Applicant respectfully requests that the 35 U.S.C. § 103(a) rejections of independent claims 1, 8, 11, 24 and 25, as amended, be withdrawn. Further, Applicant respectfully requests withdrawal of the 35 U.S.C. 103(a) rejections of dependent claims 2, 4-7, 13-15, 19, and 21-23 at least because of their dependence on independent claims 1, 8 and 11, and for the additional features that they recite.

Applicants believe the application is in condition for allowance and early, favorable action is respectfully solicited.

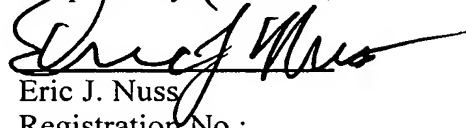
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. §1.136, and any additional fees required under 37 C.F.R. §1.136 for any necessary extension of time, or any other fees required to complete

the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911.

Dated: March 20, 2009

Respectfully submitted,



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